

**City of Milpitas
Economic Development Commission
Monday, January 10, 2005**

MINUTES

1. Flag Salute

Chair Diane McDonough called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance.

2. Roll

Commissioners Present:

Dr. Karl Black

Dhaval Brahmbhatt

Frank DeSmidt

Diane McDonough

Tomo Tuong Nguyen (Alt. No. 1)

Donald Peoples

Vincent Songcayawon

Mayor Jose Esteves (Council Liaison)

Commissioners Absent: Christie Gammon, Ray Maglalang, Charlene Tsao (Alt. No. 2)

City Staff Present: Troy Fujimoto, Elizabeth Racca-Johnson, Mark Rogge, Cindy Maxwell

The Chair appointed Alternate 1 to assume a voting position on the Commission because of tonight's absences.

3. Announcements

Mayor Esteves announced that Michael Pham resigned which leaves two vacancies on the Commission. He indicated the vacancies would be advertised in the *Milpitas Post* with an application deadline in February. Vice Chairman Brahmbhatt reminded the Commission that the Nanotechnology Council would have a lunch with Congressman Mike Honda later in the month. Commissioner Peoples reported that there would be a final vote on the KB homes project on January 18 and emphasized the importance of the project to the Midtown area. Chair McDonough reviewed the announcements on the agenda regarding the commission recognition dinner, the Time Capsule Dedication event and the State of the City event. Commissioner De Smidt reviewed upcoming Planning Commission agenda items that may be of interest to the Commission. He also noted the Rotary's January 24 Gene Schwab luncheon, the Chamber's March 4 Crab Feed and the new city street maps published by the Chamber of Commerce. Cindy Maxwell, Analyst, announced that Assistant City Manager Blair King was leaving the City to be the City Manager for the City of Lodi. She also reminded the Commission regarding a training event being held by the California Parks and Recreation Association. Commissioner Black described the school parcel tax that would be on the March 8 ballot.

3. Citizens Forum

There were no comments from the public.

4. Agenda

Commissioner DeSmidt announced that Palmone had relocated outside Milpitas and asked for a discussion regarding economic development program staffing. There was discussion concluding that this is a matter that would be addressed in the detailed implementation plan.

There was discussion regarding adding some items to the agenda. Mayor Esteves noted that, under the Brown Act, emergency items could be added at the meeting.

Vice Chairman Brahmbhatt requested that agenda item no. 7, Elections, be moved to the end of the agenda.

Motion to approve the agenda as modified. M/S: Songcayawon/Black
Ayes: All Noes: None Absent: Gammon, Maglalang, Tsao

5. Minutes

The Chair noted there were no Minutes available to review.

6. Elmwood Project Update

Troy Fujimoto, Assistant Planner, provided a brief overview of the KB Homes residential project in the Midtown area. Commissioner De Smidt commented on the recent review by the Planning Commission and concerns regarding overall park design.

Mr. Fujimoto answered questions regarding the condition of the elm trees and described the public parks as being fully accessible by all Milpitas citizens.

Mr. Peoples stated that the public may not be aware of the intensity of the project and that he felt the park design was appropriate. Mr. Fujimoto discussed the project density and noted that the project was contributing to the City's senior housing project.

7. Gateway Signs

Elizabeth Racca-Johnson reviewed the latest sign concepts and answered questions regarding design, lighting, solar power, location considerations to discourage vandalism and the use of the city logo in the sign design. The Commission discussed incorporating a curve in all the signs and the use of a slogan.

8. Economic Development Plan

Doug Svensson, Applied Development Economics (ADE), reviewed the proposed goals and objectives. He stated that the sixth goal had been mistakenly omitted and noted that it had to do with encouraging diversity. He acknowledged that the City might desire to hire professional assistance to implement marketing tasks referred to in the first goal.

Commissioner Black noted there were no implementation strategies for the educational improvement objectives. Ms. Maxwell described current city activities that support quality education including use of the high school library on Monday afternoons and classes at the

high school offered by the San Jose City/Evergreen Community College District. Mayor Esteves emphasized the importance of the City's partnership with the school district. The Commission discussed how the City could help increase school funding.

There was discussion regarding housing and the need for higher-end housing. Mayor Esteves stated that the voters overwhelmingly approved Measure D and it would require approval by voters to increase density in the hillside. Discussion followed on how new housing provides funding for education purposes.

Commissioner Songcayawon described a need for scholarships for vocational education. Chair McDonough noted an existing scholarship program at Milpitas High School for technical training. Commissioner Peoples indicated that he thought that vocational training was well served by the existing educational system, which includes the programs of Metor Ed and private companies.

There was discussion regarding prioritization of economic goals. Mr. Svensson said that the document's introductory section would serve as an Executive Summary. It was the consensus of the Commission to further consider the proposed goals at the February 14 meeting with the completed draft Plan and the first few implementations steps. There was discussion regarding the City's need for staffing and resources for implementation of the Plan.

9. Chamber Office Task Force

Ms. Maxwell reported that the City Council requested the Commission form a task force to develop alternatives for relocating the Chamber of Commerce. Commissioners Brahmbhatt, Peoples, DeSmidt and Black were appointed to the Task Force. It was noted that the Chamber needs to move by March 1, 2005 and needs about 1,000 to 1,200 square feet of building area. Staff was asked to survey if other cities help provide office space for their Chambers. The Task Force was directed to return with a report at the next Commission meeting. Commissioner Black offered to investigate the possibility of the Chamber using a temporary portable classroom from the school district for office space.

10. Elections

Motion to nominate Dhaval Brahmbhatt as Chairman of the Commission.

M/S: McDonough/Peoples

Ayes: All Noes: None Absent: Gammon, Maglalang, Tsao

Motion to close nominations for Chair and elect Dhaval Brahmbhatt as Chairman.

M/S: Black/Peoples

Ayes: All Noes: None Absent: Gammon, Maglalang, Tsao

Motion to nominate Frank DeSmidt as Vice Chair of the Commission.

M/S: Nguyen/Black

Ayes: All Noes: None Absent: Gammon, Maglalang, Tsao

The Chair declared Mr. DeSmidt to be the Vice Chair of the Commission.

11. Next meeting agenda

Ms. Maxwell noted the next agenda would include review of the economic development plan goals and objectives and the review of the proposed amendments to the sign, zoning, and neighborhood beautification ordinances.

Commissioner Peoples asked, and the Chair directed, that the following items be scheduled on future agendas:

- A briefing on the Transient Occupancy Tax that includes the original intent of the tax, how it is currently being used and whether its purpose has changed.
- An invitation to the new management at the Great Mall to discuss their plans for the Mall's future.
- A discussion of what the City can do to encourage businesses to locate in Milpitas, referencing Ola's coffee roasting plant as an example.

Commissioner Nguyen asked, and the Chair directed, if staff would also address if there were a policy in place regarding business incentives and selection criteria for target businesses. The Commission agreed it would discuss at a later date a request from Commissioner Songcayawon to track vacant office space and change zoning to encourage new tenants.

12. Adjournment

The Chair adjourned the meeting at 7:55 p.m.

Respectfully submitted,
Cynthia Maxwell, Principal Analyst